

ISSUES AND PROGRAMS LIST

WWMB CW21

MYRTLE BEACH, SOUTH CAROLINA

OCTOBER 1, 2008 – DECEMBER 31, 2008

ISSUES LIST

- | | | |
|----|--------------------------|---|
| 1. | ECONOMY/PERSONAL FINANCE | Lack of access roads to beach
Large population of older citizens
Tourism |
| 2. | HEALTH CARE/COST | High rate of heart disease
Poor health practices due to low income
Elderly health care
Fixed incomes |
| 3. | ENVIRONMENT | Beach erosion
Land pollution
Wetlands |
| 4. | CRIME | Summer tourists
Bikers |
| 5. | IMAGE | Strip clubs
Bars |
| 6. | PREJUDICE/INTOLERANCE | Tensions in the community |
| 7. | EDUCATION | High rate of drop-outs
Lack of interest in furthering education
Lack of financial assistance |

ISSUE: ECONOMY/PERSONAL FINANCE

PROGRAM: BEAUTIFUL HOMES AND GREAT ESTATES
SOURCE: ASCENT MEDIA
DATE/TIME: SUNDAYS 5:30-6:00 AM
DESCRIPTION: UP CLOSE TOUR OF THE MOST BEAUTIFUL HOMES AND ESTATES IN THE WORLD. MEET THE OWNERS, ARCHITECTS, AND DECORATORS AS THEY SHARE THEIR PASSION FOR LIVING AT ITS VERY BEST.

SEE ATTACHED LIST OF ABC PROGRAMS RELATING TO THIS ISSUE.

PROGRAM: PSA'S
DATE/TIME: AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF

FINANCIAL LITERACY FOR TEENS
VISTA: FIGHTING POVERTY IN SC
ECONOMIC OPPORTUNITY COUNCIL
NAIC: LONG TERM HEALTH INSURANCE
WATER CONSERVATION
EPA: BUY FUEL-EFFICIENT CARS
HOMEBUILDERS ASSOCIATION
FDIC: NOBODY CARES
ATTORNEY GENERAL: INVESTMENT FRAUD ALERT
AVOID THE PATH TO FORECLOSURE
TOUGH CLASSES: COLLEGE ACCESS
PROJECT VOTE SMART
FINANCIAL AID FOR COLLEGE
SOCIAL SECURITY ONLINE
PATIENT ADVOCATE FOUNDATION
FORECLOSURE PREVENTION
FINANCIAL LITERACY: FEED THE PIG
HELP HOSPITALIZED VETERANS
HIGH SCHOOL DROP OUT PREVENTION

WWMB CW21 SPONSORED OR CO-SPONSORED THE FOLLOWING:

WWMB CW21 CO-HOSTED A FINANCIAL ASK THE PROFESSIONALS PHONE BANK STAFFED BY CREDIT UNION AND BANKING PROFESSIONALS, OCTOBER 15

CHIEF METEROLOGIST, ED PIOTROWSKI WAS HABITAT FOR HUMANITY GUEST BUILDER, OCT. 24

SPORTS DIRECTOR RICH CRAMPANIS EMCEED COLLINS KIDS FUNDRAISER IN CONWAY. PROCEEDS PROVIDE MEDICAL HELP AND EQUIPMENT TO UNDERPRIVILEGED CHILDREN IN HORRY COUNTY, OCTOBER 27.

ANCHOR ALLYSON FLOYD PARTICIPATED IN MEDIA PANEL FOR MYRTLE BEACH AREA CHAMBER OF COMMERCE, OCTOBER 29

WWMB CW21 AND CHIEF METEROLOGIST, ED PIOTROWSKI PARTICIPATED IN THE LOU KRIEGER ADOPT-A-TREE HIGHWAY BEAUTIFICATION PROJECT GOLF TOURNAMENT, NOVEMBER 1

ED PIOTROWSKI GAVE MYRTLE BEACH ROTARY SPEECH, NOVEMBER 3

WWMB CW21 PARTICIPATED IN JOB FAIR AT THE FLORENCE CIVIC CENTER, NOVEMBER 17.

SHARON GREENE WAS CAREER DEVELOPMENT MONTH SPEAKER, MYRTLE BEACH HIGH, NOV. 25

IN EVERY NEWSCAST DURING THE MONTH OF NOVEMBER, WE RAN A DIFFERENT STORY ABOUT SAVING MONEY, CALLED "THE 30 DAYS OF SAVINGS" REPORTS.

ED PIOTROWSKI GAVE GEORGETOWN ROTARY SPEECH, DECEMBER 4

WWMB CW21 TOGETHER WITH WPDE NEWSCHANNEL 15 COLLECTED OVER 1400 TOYS IN OUR ANNUAL TOYS FOR TOTS CAMPAIGN IN CONJUNCTION WITH THE U.S. MARINE CORPS IN HORRY & GEORGETOWN COUNTIES AND THE SALVATION ARMY.

ISSUE: HEALTH CARE/COST

SEE ATTACHED LIST OF PROGRAMS RELATING TO THIS ISSUE.

PSA'S AIR SIGN-ON TO SIGN-OFF AT VARIOUS TIMES

BOOSTER SEATS
ANTI-STERIOD USE
KIDS: CLEAN HANDS
GUIDE TO IMMUNIZATIONS (60S)
TALK TO YOUR KIDS ABOUT SEX
TEEN PREGNANCY PREVENTION (60S)
SPECIAL OLYMPICS SC
RESTLESS LEG SYNDROME
AMERICAN HEART ASSOCIATION
RED CROSS: GIVE BLOOD
NARCANON
GUIDE DOGS FOR THE BLIND
TEEN ASTHMA
SENIOR-FRIENDLY HEALTH WEBSITE
LONG-TERM HEALTH INSURANCE
ORTHOPAEDICS
MARCH OF DIMES: INFANT HEALTH
DIABETES: NOW OR LATER
SHRINERS HOSPITAL FOR CHILDREN
WEST NILE VIRUS
DIANE KEATON: COLORECTAL CANCER TESTING

WWMB CW21 SPONSORED OR CO-SPONSORED EACH OF THE FOLLOWING:

ANCHOR ALLYSON FLOYD EMCEED THE BREAST CANCER AWARENESS FASHION SHOW AT THE COASTAL GRANDE MALL, OCTOBER 4.

WWMB CW21 CO-SPONSORED THE AMERICAN HEART ASSOCIATION'S HEARTWALK AND SPONSORED A TEAM TO WALK LED BY CHIEF METEROLOGIST ED PIOTROWSKI, OCTOBER 18.

CO-SPONSORED THE FIRE & LIFE SAFETY EXPO, OCTOBER 25.

SPORTS DIRECTOR RICH CRAMPANIS EMCEED COLLINS KIDS FUNDRAISER IN CONWAY. PROCEEDS PROVIDE MEDICAL HELP & EQUIPMENT TO NEEDY CHILDREN IN HORRY COUNTY, OCT 27.

SPONSORED LIGHT THE NIGHT, LEUKEMIA LYMPHOMA WALK, OCTOBER 30

CHIEF METEROLOGIST ED PIOTROWSKI, MIRACLE LEAGUE FUNDRAISER, NOVEMBER 1.

WE SPONSORED THE MARCH OF DIMES CHEF'S AUCTION FUNDRAISER, NOVEMBER 3.

WE SPONSORED LINDSEY'S LITTLE MIRACLES RUN. BENEFITS JONATHAN'S JOURNEY AND MAKE-A-WISH FOUNDATION, NOVEMBER 11.

WWMB CW21 HELPED SPONSOR THE TASTE OF RESTAURANT ROW AND METEROLOGIST KRISTEN VAN DYKE WAS A FOOD JUDGE AT THE EVENT. THE EVENT BENEFITS UNITED WAY AND THE SERTOMA CLUB. NOVEMBER 19.

WWMB CW21 CO- SPONSORED THE CONWAY MEDICAL CENTER'S LOVE LIGHTS PROGRAM. PROCEEDS BENEFIT THE BREAST CANCER INITIATIVE WHICH PROVIDES ASSISTANCE TO LOW INCOME AND NON-INSURED WOMEN. NOVEMBER 25

WWMB CW21 & WPDE NEWSCHANNEL 15 SPONSORED A BLOOD DRIVE FOR THE AMERICAN RED CROSS AT THE COASTAL GRAND MALL IN MYRTLE BEACH AND THE MAGNOLIA MALL IN FLORENCE FROM 11 AM -7 PM. WE DID LIVE CUT-INS THROUGHOUT THE DAY TO PROMOTE, DECEMBER 17.

WE CO-SPONSORED TARA HALL HOME FOR BOYS CHRISTMAS TREE SALE.

WE ALSO SPONSORED THE CHRISTMAS CHILD ANGEL TREE PROGRAM. PROCEEDS BENEFIT LIGHTHOUSE CARE AND WACCAMAW COMMUNITY FOUNDATION, DECEMBER 20.

ISSUE: ENVIRONMENT

PROGRAM EXPLORATION WITH RICHARD WEISS
SOURCE LITTON
DATE/TIME SATURDAYS 7:00-7:30 AM
DESCRIPTON THIS PROGRAM INSTILLS IN CHILDREN THE URGE TO TRAVEL AND EXPLORE OUR DIVERSE PLANET.

PROGRAM WILD AMERICA
SOURCE MG PERIN, INC.
DATE/TIME SATURDAYS 7:30-8:00 AM
DESCRIPTON THIS PROGRAM EMPHASIZES PROTECTING ENDANGERED SPECIES AND THE IMPACT HUMANS HAVE WHILE INTERACTING IN THEIR ENVIRONMENT.

PROGRAM JACK HANNA'S ANIMAL ADVENTURES
SOURCE LITTON
DATE/TIME SATURDAYS 8:00-8:30 AM
DESCRIPTON THIS PROGRAM TEACHES CHILDREN THE IMPORTANCE OF PROTECTING AND SAVING THE ANIMALS AND THEIR HABITATS.

PROGRAM McNEELEY'S OUTDOORSMAN
SOURCE TIMBERWOLF PRODUCTIONS
DATE/TIME SUNDAYS 8:00-8:30 AM
DESCRIPTON EDUCATIONAL WORLD CLASS ADVENTURES IN DOMESTIC AND INTERNATIONAL LOCATIONS. ENVIRONMENTAL AND CONSERVATION ISSUES, TEACHING ABOUT WILDLIFE, HUNTING, FISHING, ETHICS, AND RESPECT FOR NATURE. SEE ATTACHED FOR EACH PROGRAM'S CONTENT DESCRIPTION.

PSA'S AIRS SIGN-ON TO SIGN-OFF AT VARIOUS TIMES
ALL ARE 30-SECOND SPOTS UNLESS NOTED OTHERWISE

GEORGETOWN RECYCLING PROGRAM
ENERGY EFFICIENCY FOR KIDS: UNPLUGGING
AMAZING OCEANS
EARTH SHARE PROMISES
HURRICANE PREP: SAVE YOUR PETS (60S)
ENVIRONMENTAL PROTECTION AGENCY: NEW CARS (60S)
ENVIRONMENTAL HURRICANE PREP: PLANTING
WATER CONSERVATION
EARTH SHARE PROMISES
UNEXPECTED WILDFIRES
WILDFIRES: KEEP IT SAFE
ATV WILDFIRES
NATURE CONSERVATORY
SLEEP TIGHT: PEST CONTROL

OUR METEOROLOGIST SPOKE TO SEVERAL GROUPS AND SCHOOLS ABOUT THE WEATHER AND THE EFFECTS OF HURRICANES ALONG OUR COAST LINE. WE HAVE ALSO DONE MANY TOURS OF OUR WEATHER STUDIO (SEE ATTACHED LIST).

WWMB CW21 SPONSORED THE FOLLOWING:

GRAND STRAND HUMANE SOCIETY WALK FOR THE ANIMALS, OCTOBER 18.

WWMB CW21 SPONSORED AND CHIEF METEROLOGIST, ED PIOTROWSKI PARTICIPATED IN THE LOU KRIEGER ADOPT-A-TREE HIGHWAY BEAUTIFICATION PROJECT GOLF TOURNAMENT, NOVEMBER 1

SPONSOR OF THE WACCAMAW RIVER ROAST AND TOAST, NOVEMBER 8

WE ALLOW THE AMATEUR RADIO COMMUNITY TO USE TOWER SPACE, HELPING DURING TIMES OF DISASTER & SEVERE WEATHER BY RELAYING NATIONAL WEATHER SERVICE INFORMATION.

ISSUE: CRIME

PROGRAM: NEWS AT 10 ON THE CW INCLUDES MUG SHOTS IN ALL OUR NEWS PROGRAMS CALLING ATTENTION TO LOCAL CRIMES AND CRIMINALS AND ASKING VIEWERS TO CONTACT CRIMESTOPPERS IF THEY HAVE ANY FURTHER INFORMATION TO OFFER. WE SINGLE OUT AN URGENT "MOST WANTED" PERSON, CREATE A PROMOTIONAL SPOT AND RUN IT AS A PSA, AIRING SEVERAL TIMES A DAY EACH WEEK.

PROGRAM
TIME PSA'S
AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN-OFF

VETERAN SUICIDE PREVENTION (60S)
SUPPORT FOSTER CARE
GUARDIAN AD LITEM PSA
REDUCING GUN VIOLENCE (60S)
SPIRIT OF COMMUNITY AWARDS
AMERICAN HUMANE SOCIETY: BULLIES
RESPECT RELIGIOUS BELIEFS OF OTHERS (60S)
OPTIMISTS CONTRIBUTE
NARCANON (60S)
VISTA FIGHTING POVERTY IN SC (60S)
BOYS TOWN: TEENS (60S)
WILDFIRE CAMPAIGN
ATTORNEY GENERAL ON FRAUD
HIGH SCHOOL DROPOUT PREVENTION
(RUNS IN BOTH ENGLISH & SPANISH)
PLAY SAFE ONLINE
TALK TO YOUR KIDS ABOUT SEX
BILLY HARDEE HOME FOR BOYS
TEEN ALANON
BIG BROTHERS: CHESS

WWMB CW21 SPONSORED OR CO-SPONSORED EACH OF THE FOLLOWING:

SPORTS DIRECTOR RICH CRAMPANIS EMCEED TOUCHDOWN CLUB MEETING IN CONWAY, OCTOBER 30.

ED PIOTROWSKI GAVE SPEECH TO MYRTLE BEACH ROTARY, NOVEMBER 3.

SHARON GREENE WAS CAREER DEVELOPMENT MONTH SPEAKER AT MYRTLE BEACH HIGH SCHOOL, NOVEMBER 25.

WE SPONSORED RAPE CRISIS CENTER GOLF TOURNAMENT, DECEMBER 5.

WE HOST THE END ZONE BANQUET. PRESENTS THE ZONEMAN TROPHY TO A HIGH SCHOOL STUDENT AND AWARDS THREE \$1,000 SCHOLARSHIPS TO DESERVING STUDENTS, DECEMBER 11

WWMB CW21 SPONSORED TARA HALL HOME FOR BOYS CHRISTMAS TREE SALE.

ED PIOTROWSKI MADE REGULAR APPEARANCES AND GAVE SPEECHES AT CAREER DAYS FOR ELEMENTARY, MIDDLE, AND HIGH SCHOOLS DURING THIS QUARTER. SEE ATTACHED.

ISSUE: IMAGE

PROGRAM: RIVERTALK
DISTRIBUTOR: LUCKY DOG PRODUCTION
DATE/TIME: MONDAY THRU FRIDAY 7:30-8:00 AM
DESCRIPTION: THIS LOCAL TALK SHOW COVERS WHAT'S HAPPENING IN OUR AREA, INTERVIEWS LOCAL PEOPLE AND KEEPS US UP-TO-DATE ON WHAT'S HAPPENING IN OUR TOWNS.

PROGRAM: BEAUTIFUL HOMES AND GREAT ESTATES
SOURCE: ASCENT MEDIA
DATE/TIME: SUNDAYS 5:30-6:00 AM
DESCRIPTION: UP CLOSE TOUR OF THE MOST BEAUTIFUL HOMES AND ESTATES IN THE WORLD. MEET THE OWNERS, ARCHITECTS, AND DECORATORS AS THEY SHARE THEIR PASSION FOR LIVING AT ITS VERY BEST.

PROGRAM: HIGH TECH TOYS FOR THE HOLIDAYS
SOURCE: ECLIPSE
DATE/TIME: DECEMBER 21, 2008 2:00-3:0 PM
DESCRIPTION: DELIVERS BUYING ADVICE TO HELP SHOPPERS MAKE IMPORTANT GIFT DECISIONS. BRINGS THE OFTEN CONFUSING WORLD OF NEW HIGH-TECH GADGETS AND COMPUTERS TO A LEVEL THE CONSUMER CAN EASILY UNDERSTAND.

PROGRAM: PSA'S
DATE/TIME: AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF

EPA: GAS SAVING CARS
AMERICAN HUMANE SOCIETY
GEORGETOWN RECYCLING
HOMEBUILDERS ASSOCIATION
AMERICAN INDIAN CULTURAL FESTIVAL
HABITAT FOR HUMANITY
AVOID THE PATH TO FORECLOSURE
SPIRIT OF COMMUNITY AWARDS
FINANCIAL EDUCATION
PROJECT VOTE SMART
LONG-TERM CARE INSURANCE
LEAGUE OF WOMEN VOTERS
WILDFIRE CAMPAIGN (3 SPOTS)
ECONOMIC OPPORTUNITY COUNCIL
STUDENT FINANCIAL AID
HIGH SCHOOL DROPOUT PREVENTION
SECURITY INVESTMENT PROTECTION
OPTIMISTS CONTRIBUTE
HELP HOSPITALIZED VETERANS
FINANCIAL LITERACY

OUR WEBSITE HOSTS A LOCAL COMMUNITY CALENDER. THIS IS A FREE SERVICE TO THE COMMUNITY OFFERING SPACE ON OUR WESITE FOR COMMUNITY EVENTS.

IMAGE, CONTINUED

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WWMB CW21 CO-HOSTED A FINANCIAL ASK THE PROFESSIONALS PHONE BANK STAFFED BY CREDIT UNION AND BANKING PROFESSIONALS, OCTOBER 15.

SHARON GREENE EMCEED THE WACCAMAW HIGH SCHOOL TALENT SHOW, PAWLEYS ISLAND, OCTOBER 16.

WWMB CW21 CO-SPONSORED THE AMERICAN HEART ASSOCIATION'S HEARTWALK AND SPONSORED A TEAM TO WALK LED BY CHIEF METEROLOGIST ED PIOTROWSKI, OCTOBER 18.

CHIEF METEROLOGIST, ED PIOTROWSKI WAS HABITAT FOR HUMANITY GUEST BUILDER, OCT. 24

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WE SPONSORED THE MARCH OF DIMES CHEF'S AUCTION FUNDRAISER, NOVEMBER 3.

CHIEF METEROLOGIST ED PIOTROWSKI GAVE POW/MIA DEDICATION SPEECH, MURRELLS INLET, NOVEMBER 9.

WE SPONSORED LINDSEY'S LITTLE MIRACLES RUN. BENEFITS JONATHAN'S JOURNEY AND MAKE-A-WISH FOUNDATION, NOVEMBER 11.

WWMB CW21 PARTICIPATED IN JOB FAIR AT THE FLORENCE CIVIC CENTER, NOVEMBER 17.

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LIMOS FOR LEARNING, ELEMENTARY SCHOOL CHILDREN WITH ACHIEVEMENTS IN READING ARE REWARDED WITH A FANCY DINNER AND A LIMOSINE RIDE

ED PIOTROWSKI MADE REGULAR APPEARANCES AND GAVE SPEECHES AT CAREER DAYS FOR ELEMENTARY, MIDDLE, AND HIGH SCHOOLS DURING THIS QUARTER.

SEE ATTACHED SHEETS FOR MORE PERSONAL APPEARANCES AND TV-STATION TOURS.

ISSUE: PREJUDICE/INTOLERANCE

PROGRAM: WHAT'S UP/QUE PASA (E/I)

SOURCE TVS

DATE/TIME SATURDAYS 9:00-9:30 AM

DESCRIPTION A WEEKLY MULTI-CULTURAL SHOW THAT EMPHASIZES WHAT WE HAVE IN COMMON WITH OTHER CULTURES WHILE TEACHING TODAY'S YOUTH TO APPRECIATE OUR DIFFERENCES. EVERY WEEK, THE SHOW BILINGUALLY PRESENTS A NEW THEME, SUCH AS CROSS-CULTURAL UNDERSTANDING, THE DANGERS OF DRUGS AND SMOKING, AND READING APPRECIATION, THROUGH A HIP COMBINATION OF RAP AND HUMOR.

(DURING THESE SHOWS WE RUN SPANISH LANGUAGE PSA'S ON THESE TOPICS: MENTAL HEALTH-ANTI-STIGMA, DIGITAL TV TRANSITION, STAY IN HIGH SCHOOL)

PROGRAM PSA'S AIR SIGN ON TO SIGN OFF. ALL ARE 30-SECONDS UNLESS NOTED OTHERWISE.

NATIVE AMERICAN CULTURAL FESTIVAL
AMERICAN HUMANE SOCIETY: BULLIES
SPECIAL OLYMPICS OF SOUTH CAROLINA
VETERAN SUICIDE PREVENTION
SPIRIT OF COMMUNITY AWARDS
GUIDE DOGS FOR THE BLIND
RESPECT THE RELIGIOUS BELIEFS OF OTHERS (60S)
ECONOMIC OPPORTUNITY COUNCIL
MARTIN LUTHER KING: BUILD THE DREAM
FORCLOSURE PREVENTION
SENIOR-FRIENDLY HEALTH WEBSITE
STUDENT FINANCIAL AID
HELP HOSPITALIZED VETERANS
SHRINERS HOSPITAL FOR CHILDREN
STRONG COMMUNITY: FAMILY
BILLY HARDEE HOME FOR BOYS

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WPDE RUNS A LOCAL COMMUNITY CALENDER. THIS IS A FREE SERVICE TO THE COMMUNITY OFFERING SPACE ON OUR WESITE FOR COMMUNITY EVENTS.

ISSUES: EDUCATION

WWMB CW 21 IS AN ONGOING MAJOR SPONSOR OF LIMOS FOR LEARNING (A READING PROGRAM WHICH REWARDS READERS WITH A LIMO RIDE AND LUNCH) & OF THE CHILDREN'S MUSEUM OF SOUTH CAROLINA, & PRODUCES FREE COMMERCIALS ADVERTISING THEIR UNIQUE EXHIBITS & FUNDRAISING EVENTS.

WWMB CW21 IS A SPONSOR OF THE FLORENCE SYMPHONY ORCHESTRA

PSA'S
RUNS AT VARIOUS TIMES DURING SIGN ON TO SIGN OFF
ALL ARE 30-SECONDS UNLESS NOTED OTHERWISE

HIGH SCHOOL DROPOUT PREVENTION
(RUNS IN ENGLISH & SPANISH)
FINANCIAL LITERACY FOR TEENS
ANTI-STERIODS
TOUGH CLASSES: COLLEGE PREP
ARTS EDUCATION: RAISING BRAHMS
PROJECT VOTE SMART
FINANCIAL AID FOR COLLEGE (60S)
OCEANS AWARENESS
LEAGUE OF WOMEN VOTERS (60S)
ECONOMIC OPPORTUNITY COUNCIL
MARTIN LUTHER KING: BUILD THE DREAM

OUR ANCHORS VISIT MANY SCHOOLS, CAREER DAYS, EDUCATIONAL EVENTS IN OUR AREA AND TALKED WITH STUDENTS ABOUT THE NEED TO STAY IN SCHOOL AND GET AN EDUCATION. OUR STATION PROVIDES REGULAR TOURS TO ELEMENTARY, HIGH SCHOOL, AND HOME-SCHOOLED GROUPS TO PROVIDE AN INSIDE LOOK AT WEATHER REPORT & NEWS PRODUCTION PROCEDURES. (SEE ATTACHED LIST FOR SPECIFICS)

WE OFFER INTERNSHIPS FOR COLLEGE CREDIT TO LOCAL UNIVERSITY JOURNALISM STUDENTS.

ANCHOR ALLYSON FLOYD PARTICIPATED IN MEDIA PANEL FOR MYRTLE BEACH AREA CHAMBER OF COMMERCE, OCTOBER 29

GOOD MORNING CAROLINAS ANCHOR, SHARON GREENE WAS CAREER DEVELOPMENT MONTH SPEAKER AT MYRTLE BEACH HIGH SCHOOL, NOVEMBER 25.

WWMB CW21 HOSTS THE END ZONE BANQUET WHERE WE PRESENTS THE ZONEMAN TROPHY TO A HIGH SCHOOL STUDENT AND AWARD THREE \$1,000 SCHOLARSHIPS TO DESERVING STUDENTS, DEC.11

News Department Ascertainment for 4th Quarter 2008

03 Lindsay judged homecoming at Florence Christian School
04 Ed and Kristen at Surfside Beach Family
Festival...Dunking Booth Surfside
04 Ed was Myrtle Beach Harley Davidson Fundraiser judge
North Myrtle Beach
04 Allyson was emcee of Breast Cancer Awareness Fashion Show
at Coastal Grande Mall in Myrtle Beach
08 Ed spoke at Savannah Grove Elem. Florence
09 Ed spoke at Dewey L Carter Elem. Florence
09 Ed gave Grand Strand Ministers Assoc. Speech Myrtle
Beach
11 Ed was Socastee Beach Band Blast MC Socastee
11 Ed was Lindseys Little Miracles MC Myrtle Beach
13 Ed spoke at Pleasant Hill Elem. Andrews
14 Ed gave Long bay Power Squadron Speech Garden City
15 Ed gave Christian Academy Speech Myrtle Beach
15 Ed gave Grace Baptist Preschool Speech Myrtle Beach
16 Sharon emceed Waccamaw High Talent Show Pawleys Island
16 Darren gave tour of station for Myrtle Beach High School
18 Ed was HeartWalk Walker Myrtle Beach
22 Ed gave Brittons Neck Elem Speech Brittons Neck
22 Ed gave Socastee Home Schoolers Speech Socastee
23 Allyson part of Inspiring Women's Luncheon at CCU in
Conway
23 Ed was Judge Cutie Pie Contest Myrtle Beach
24 Ed was Habitat for Humanity Guest Builder for an hour
Myrtle Beach
26 Ed in Bowling For Babies..March of Dimes...Myrtle Beach
27 Rich emceed Collins Kids benefit in Conway
28 Ed gave Poyner School Speech Florence
29 Ed gave Brunson Dargan Elem. Speech Darlington
29 Darren was Halloween judge at Pee Dee Elementary
29 Allyson part of media panel for Myrtle Beach Area Chamber
of Commerce
30 Ed gave Homewood Elem. Speech
30 Rich emceed Touchdown Club meeting in Conway
31 Ed gave Marion HS Geography Class Speech Marion

10/29 Joel Allen with a special report at 7pm on the Gray
Man of Horry County
10/30 Joel Allen with a special report at 7pm on Alice Flag

10/31 Joel Allen with special report at 7pm on Drunken Jack

November Appearances

01 Ed in Lou Krieger Golf Tournament in Murrells Inlet
01 Ed made Miracle League Appearance Myrtle Beach
03 Ed gave MB Rotary Speech Myrtle Beach
04 Ed gave Spring Hill Middle Speech Laurinburg
06 Ed gave Royal Elem. Speech Florence
08 Ed and Jim were Walk for the Animals MC Myrtle Beach
08 Allyson was word pronouncer for spelling bee at Delmae Elem in Florence
09 Ed gave POW/MIA dedication speech Murrells Inlet
13 Ed gave speech at Wallace-Gregg Elem. Myrtle Beach
14 Ed judged Ocean Bays Talent Show Myrtle Beach
15 Darren was BBQ judge at Horry County Fairgrounds in Loris
15 Ed judged Murrells Inlet Oyster Roast Murrells Inlet
18 Ed gave MBHS Speech Myrtle Beach
19 Ed gave speech at Risen Christ Lutheran Sch. North Myrtle Beach
20 Ed gave MB Elementary Speech Myrtle Beach
20 Darren emceed Martins Golf and Tennis Fashion show in Myrtle Beach
22 Ed was Broadway Tree Lighting MC Myrtle Beach
22 Allyson and Graeme emceed Dancing with the Horry County Stars in Myrtle Beach
24 Ed gave Hartsville HS Speech Hartsville
25 Sharon was Career Development Month Speaker at Myrtle Beach High School
26 Ed gave MB Intermediate Speech Myrtle Beach

In every newscast during the month of November, we ran a different story about saving money in unusual but easy ways. Called the 30 Days of Savings reports

11/6 at 11pm...Lindsay Tyner special report on Hot Jobs. What are the best careers to go into these days where you can find work.

11/13 at 7pm..Tonya Brown introduces us to a man recently out of work and follows him as he tries to find a job

11/20 at 11pm..Lindsay Tyner special report on Hot Jobs 2.. How to be the best candidate for the job.

11/11 at 7pm...Sharon Greene special report on Veterans Day

introducing us to some vets and showing how they've impacted all of our lives.

11/26 at 11pm... Lindsay Tyner special report Survival Story. Woman shot in the head by a robber and left for dead
11/10 at 6pm...Kristen Van Dyke special report on Earthquakes...how common they are here and what you should do if we have one.

11/17 at 6pm.. Kristen Van Dyke special report on Tsunamis...how likely one is here, what it would do, and how to react

11/24 at 6pm..Kristen Van Dyke special report on Winter Storms.. A look back at the ones we've had and what caused them.

December Appearances

03 Ed spoke at Loris Elementary Loris
04 Ed spoke at Georgetown Rotary Georgetown
06 Mola, Amanda, and Joel in the Myrtle Beach Christmas Parade
06 Kristen, Ed, and Victoria in the Georgetown Parade
06 Tonya in the Mullins parade
06 Tonya in the Marion parade
06 Darren and Ed in the North Myrtle Beach Parade
07 Allyson and Jessica in the Darlington parade
07 Jim, Ed, Victoria, and Stephanie in the Murrells Inlet Parade
09 Ed gave 1st Presbyterian Tour Conway
13 Allyson, Jim, Stephanie, Ed, Cam, Darren, Joel, Mola in the Conway Parade
13 Allyson, Jim, Kristen, Cam, Angie, Jaimie, Victoria in the Surfside Beach Parade
14 Tonya, Johnny, and Jessica in the Johnsonville parade
18 Ed spoke at Kiwanis Christmas Party Conway
20 Allyson, Tonya, and Mola in the Florence Christmas Parade

All month we accepted toys at our Florence and Conway studios for Toys for Tots

12/11 Held the End Zone Banquet where NewsChannel 15 Sports presented the Zoneman trophy and honored area high school football players

12/16 NewsChannel 15 live at Krispy Kreme Grand Strand Locations collecting toys for Toys for Tots Drive. 6am-7pm

12/17 NewsChannel 15 and American Red Cross held blood drives at Coastal Grand Mall in Myrtle Beach and Magnolia

Mall in Florence from 11am-7pm.

12/18 NewsChannel 15 and Ripleys Aquarium accepted toys for
Toys for Tots Drive

WPDE/WWMB PSA LIST (October) Revised 10/01/08

8001	REDUCING GUN VIOLENCE	:60	Apr-09
8002	ENVIRONMENTAL PROTECTION AGENCY	:60	UFN
8003	LEAGUE OF WOMEN VOTERS	:60	12/1/2008
8004	NARCANON-New Version March	:60	UFN
8020	FINANCIAL AID FOR COLLEGE	:60	12/8/2008
8021	EMERGENCY PREPAREDNESS FOR PETS	:60	9/30/2008
8022	GUIDE TO IMMUNIZATIONS	:60	UFN
8023	SPIRIT OF COMMUNITY AWARDS	:60	UFN
8024	BOYS TOWN: TEENS	:60	UFN
8034	WHEN YOU START WITH ROTARY	:20	UFN
8035	MLK: BUILD THE DREAM	:20	UFN
8043	HIGH SCHOOL DROPOUT PREVENTION	:30	8/31/2009
8044	DIANE KEATON CANCER PSA	:30	UFN
8053	AMERICAN HUMANE SOCIETY: "BULLY/MAGICIAN"	:30	UFN
8119	UNEXPECTED WILDFIRES	:15	UFN
8120	WILDFIRES: KEEP IT SAFE	:15	UFN
8121	ATV WILDFIRES	:30	UFN
8122	AMERICAN HEART ASSOCIATION HEARTWALK	:30	10/18/2008
8129	AMAZING OCEANS	:15	UFN
8130	OCEANS AWARENESS	:30	UFN
8501	VISTA: FIGHTING POVERTY IN SC	:60	UFN
8502	RESPECT RELIGIOUS BELIEFS OF OTHERS	:60	UFN
8503	GUARDIAN AD LITEM PSA	:30	UFN
8504	TALK TO YOUR KIDS ABOUT SEX	:30	UFN
8505	ECONOMIC OPPORTUNITY COUNCIL	:30	UFN
8506	SC SPECIAL OLYMPICS	:30	UFN
8508	TEEN ASTHMA	:30	UFN
8509	HOME OF CARE: WE CARE	:30	UFN
8511	SENIOR-FRIENDLY HEALTH WEBSITE	:30	UFN
8513	FINANCIAL EDUCATION	:30	UFN
8514	NAIC: LONG TERM CARE INSURANCE	:30	UFN
8515	WATER CONSERVATION: WATERING TIMES	:30	UFN
8516	MARCH OF DIMES (NEW SPOT)	:30	UFN
8517	OPTIMISTS: CONTRIBUTE	:30	UFN
8518	ENVIRONMENTAL HURRICANE PREP	:30	UFN
8519	RED CROSS GIVE BLOOD	:30	3/1/2009
8520	ARTS EDUCATION: RAISING BRAHMS	:30	5/6/2009
8521	GUIDE DOGS FOR THE BLIND	:30	UFN
8522	TOUGH CLASSES: COLLEGE ACCESS	:30	5/12/2009
8524	SHRINERS CHILDREN'S HOSPITAL: George Lopez	:20	UFN
8525	NATURE CONSERVATORY	:20	UFN
8526	HELP HOSPITALIZED VETERANS	:20	UFN
8528	PROJECT VOTE SMART	:15	11/4/2008
8529	TEEN AL-ANON	:15	UFN
8530	PLAY SAFE ONLINE	:15	UFN
8531	ORTHOPAEDICS	:15	UFN
8532	EARTH SHARE PROMISES	:15	2/4/2009
8533	DIABETES: NOW OR LATER	:15	UFN
8534	WEST NILE VIRUS	:15	UFN
8535	FINANCIAL LITERACY: FEED THE PIG	:15	10/24/2008

WPDE/WWMB PSA LIST (September) Revised 9/15/08 PRIORITY

8098	(NCSA) NATIONAL GUARD: V1	:30	12/31/2008
8099	(NCSA) NATIONAL GUARD: V2	:15	12/31/2008
8108	(NCSA) COAST GUARD V 1	:30	1/1/2009
8109	(NCSA) COAST GUARD V 2	:30	1/1/2009
8142	SC DMV Tan Outfit	:30	10/31/2008

EN ESPANOL

8010	(SPANISH) FRIENDS: MENTAL HEALTH ANTI-STIGMA	:30	11/29/2008
8011	(SPANISH) COLLEGE DROPOUT PREVENTION	:30	UFN
8012	(SPANISH) DTV TRANSITION version 3	:30	UFN
8080	DTV TRANSITION VERSION 3	:30	UFN

WPDE/WWMB PSA LIST (October) Revised 10/1/08

REDUCING GUN VIOLENCE	Crime	:60
ENVIRONMENTAL PROTECTION AGENCY: CARS	Environment	:60
LEAGUE OF WOMEN VOTERS	Civic Responsibility	:60
NARCANON-NEW	Drug Awareness	:60
STUDENT FINANCIAL AID	Education	:60
EMERGENCY PREPAREDNESS FOR PETS	Environment	:60
GUIDE TO IMMUNIZATIONS	Health	:60
SPIRIT OF COMMUNITY AWARDS	Youth/Community	:60
BOYS TOWN TEENS	Family/Youth	:60
WHEN YOU START WITH ROTARY	Environment/Health	:20
MLK: BUILD THE DREAM	Tolerance	:20
HIGH SCHOOL DROPOUT PREVENTION	Education	:60
DIANE KEATON CANCER PSA	Health	:60
AMERICAN HUMANE SOCIETY: BULLIES	Tolerance/Humanity	:30
UNEXPECTED WILDFIRES	Environment	:30
WILDFIRES KEEP IT SAFE	Environment	:30
ATV WILDFIRES	Environment	:30
AMERICAN HEART ASSOCIATION	Community/Health	:30
AMAZING OCEANS	Environment	:30
VISTA: FIGHTING POVERTY IN SC	Community/Economic	:60
RESPECT RELIGIOUS BELIEFS OF OTHERS	Community/Prejudice	:60
GUARDIAN AD LITEM	Youth/Community	:30
TALK TO YOUR KIDS ABOUT SEX	Youth/Safety	:30
ECONOMIC OPPORTUNITY COUNCIL	Economy/Prejudice	:30
SC SPECIAL OLYMPICS	Youth/Prejudice	:30
TEEN ASTHMA	Health/Youth	:30
HOME OF CARE: WE CARE	Youth/Community	:30
SENIOR-FRIENDLY HEALTH WEBSITE	Health/Seniors	:30
FINANCIAL EDUCATION: YOUTH	Economy	:30
NAIC: LONG TERM CARE INSURANCE	Economy/Seniors/Health	:30
WATER CONSERVATION	Economy/Environment	:30
MARCH OF DIMES NEW SPOT	Infant Health	:30
OPTIMISTS CONTRIBUTE	Community	:30
ENVIRONMENTAL HURRICANE PREP	Environment	:30
RECYCLING BATTERIES	Environment	:30
RED CROSS GIVE BLOOD	Community/Health	:30
ARTS EDUCATION: RAISING BRAHMS	Education	:30
GUIDE DOGS FOR THE BLIND	Special Needs	:30
TOUGH CLASSES: COLLEGE ACCESS	Education	:30
SHRINERS HOSPITAL FOR CHILDREN	Health/Children	:20
NATURE CONSERVATORY	Environment	:20
HELP HOSPITALIZED VETERANS	Patriotism/Prejudice	:20
PROJECT VOTE SMART	Economy/Community	:15
TEEN ALANON	Youth/Health	:15
PLAY SAFE ONLINE	Youth/Mental Health & Safety	:15
ORTHOPAEDICS	Safety/Health	:15
EARTH SHARE PROMISES	Environment	:15
DIABETES: NOW OR LATER	Health	:15
WEST NILE VIRUS	Health	:15
FINANCIAL LITERACY: FEED THE PIG	Financial	:15
BOYS & GIRLS CLUB	Family	:10

WPDE/WWMB PSA LIST (November) Revised 11/03/08

8001	REDUCING GUN VIOLENCE	:60	Apr-09
8002	ENVIRONMENTAL PROTECTION AGENCY	:60	UFN
8003	LEAGUE OF WOMEN VOTERS	:60	12/1/2008
8004	NARCANON-New Version March	:60	UFN
8020	FINANCIAL AID FOR COLLEGE	:60	12/8/2008
8021	EMERGENCY PREPAREDNESS FOR PETS	:60	9/30/2008
8022	GUIDE TO IMMUNIZATIONS	:60	UFN
8023	SPIRIT OF COMMUNITY AWARDS	:60	UFN
8024	BOYS TOWN: TEENS	:60	UFN
8034	WHEN YOU START WITH ROTARY	:20	UFN
8035	MLK: BUILD THE DREAM	:20	UFN
8043	HIGH SCHOOL DROPOUT PREVENTION	:30	8/31/2009
8044	DIANE KEATON CANCER PSA	:30	UFN
8053	AMERICAN HUMANE SOCIETY: "BULLY/MAGICIAN"	:30	UFN
8119	UNEXPECTED WILDFIRES	:15	UFN
8120	WILDFIRES: KEEP IT SAFE	:15	UFN
8121	ATV WILDFIRES	:30	UFN
8122	AMERICAN HEART ASSOCIATION	:30	UFN
8127	GEORGETOWN RECYCLING PROGRAM	:30	UFN
8129	AMAZING OCEANS	:15	UFN
8130	OCEANS AWARENESS	:30	UFN
8131	HOMEBUILDERS ASSOCIATION	:15	UFN
8145	FMU AMERICAN INDIAN CULTURAL FESTIVAL	:30	11/18/2008
8148	UNITED WAY	:30	UFN
8157	DARLINGTON COUNTY DSS	:15	12/31/2008
8501	VISTA: FIGHTING POVERTY IN SC	:60	UFN
8502	RESPECT RELIGIOUS BELIEFS OF OTHERS	:60	UFN
8503	GUARDIAN AD LITEM PSA	:30	UFN
8504	TALK TO YOUR KIDS ABOUT SEX	:30	UFN
8505	ECONOMIC OPPORTUNITY COUNCIL	:30	UFN
8506	SC SPECIAL OLYMPICS	:30	UFN
8508	TEEN ASTHMA	:30	UFN
8509	HOME OF CARE: WE CARE	:30	UFN
8511	SENIOR-FRIENDLY HEALTH WEBSITE	:30	UFN
8513	FINANCIAL EDUCATION	:30	UFN
8514	NAIC: LONG TERM CARE INSURANCE	:30	UFN
8515	WATER CONSERVATION: WATERING TIMES	:30	UFN
8516	MARCH OF DIMES (NEW SPOT)	:30	UFN
8517	OPTIMISTS: CONTRIBUTE	:30	UFN
8518	ENVIRONMENTAL HURRICANE PREP	:30	UFN
8519	RED CROSS GIVE BLOOD	:30	3/1/2009
8520	ARTS EDUCATION: RAISING BRAHMS	:30	5/6/2009
8521	GUIDE DOGS FOR THE BLIND	:30	UFN
8522	TOUGH CLASSES: COLLEGE ACCESS	:30	5/12/2009
8524	SHRINERS CHILDREN'S HOSPITAL: George Lopez	:20	UFN
8525	NATURE CONSERVATORY	:20	UFN
8526	HELP HOSPITALIZED VETERANS	:20	UFN
8528	PROJECT VOTE SMART	:15	11/4/2008
8529	TEEN AL-ANON	:15	UFN
8530	PLAY SAFE ONLINE	:15	UFN
8532	EARTH SHARE PROMISES	:15	2/4/2009

WPDE/WWMB PSA LIST (November) Revised 11/03/08

REDUCING GUN VIOLENCE	Crime	:60
ENVIRONMENTAL PROTECTION AGENCY: CARS	Environment	:60
LEAGUE OF WOMEN VOTERS	Civic Responsibility	:60
NARCANON-NEW	Drug Awareness	:60
STUDENT FINANCIAL AID	Education	:60
EMERGENCY PREPAREDNESS FOR PETS	Environment	:60
GUIDE TO IMMUNIZATIONS	Health	:60
SPIRIT OF COMMUNITY AWARDS	Youth/Community	:60
BOYS TOWN TEENS	Family/Youth	:60
WHEN YOU START WITH ROTARY	Environment/Health	:20
MLK: BUILD THE DREAM	Tolerance	:20
HIGH SCHOOL DROPOUT PREVENTION	Education	:60
DIANE KEATON CANCER PSA	Health	:60
AMERICAN HUMANE SOCIETY: BULLIES	Tolerance/Humanity	:30
UNEXPECTED WILDFIRES	Environment	:30
WILDFIRES KEEP IT SAFE	Environment	:30
ATV WILDFIRES	Environment	:30
AMERICAN HEART ASSOCIATION	Community/Health	:30
GEORGETOWN RECYCLING PROGRAM	Environment	:30
AMAZING OCEANS	Environment	:30
HOMEBUILDERS ASSOCIATION	Economy	:15
AMERICAN INDIAN CULTURAL FESTIVAL	Prejudice	:30
UNITED WAY	Community/Economic	:30
VISTA: FIGHTING POVERTY IN SC	Community/Economic	:60
RESPECT RELIGIOUS BELIEFS OF OTHERS	Community/Prejudice	:60
GUARDIAN AD LITEM	Youth/Community	:30
TALK TO YOUR KIDS ABOUT SEX	Youth/Safety	:30
ECONOMIC OPPORTUNITY COUNCIL	Economy/Prejudice	:30
SC SPECIAL OLYMPICS	Youth/Prejudice	:30
TEEN ASTHMA	Health/Youth	:30
HOME OF CARE: WE CARE	Youth/Community	:30
SENIOR-FRIENDLY HEALTH WEBSITE	Health/Seniors	:30
FINANCIAL EDUCATION: YOUTH	Economy	:30
NAIC: LONG TERM CARE INSURANCE	Economy/Seniors/Health	:30
WATER CONSERVATION	Economy/Environment	:30
MARCH OF DIMES NEW SPOT	Infant Health	:30
OPTIMISTS CONTRIBUTE	Community	:30
ENVIRONMENTAL HURRICANE PREP	Environment	:30
RECYCLING BATTERIES	Environment	:30
RED CROSS GIVE BLOOD	Community/Health	:30
ARTS EDUCATION: RAISING BRAHMS	Education	:30
GUIDE DOGS FOR THE BLIND	Special Needs	:30
TOUGH CLASSES: COLLEGE ACCESS	Education	:30
SHRINERS HOSPITAL FOR CHILDREN	Health/Children	:20
NATURE CONSERVATORY	Environment	:20
HELP HOSPITALIZED VETERANS	Patriotism/Prejudice	:20
PROJECT VOTE SMART	Economy/Community	:15
TEEN ALANON	Youth/Health	:15
PLAY SAFE ONLINE	Youth/Mental Health & Safety	:15
ORTHOPAEDICS	Safety/Health	:15
EARTH SHARE PROMISES	Environment	:15

WPDE/WWMB PSA LIST (December) Revised 11/29/08

8001	REDUCING GUN VIOLENCE	:60	Apr-09
8002	ENVIRONMENTAL PROTECTION AGENCY	:60	UFN
8003	VETERAN SUICIDE PREVENTION	:60	UFN
8004	NARCANON-New Version March	:60	UFN
8020	BOOSTER SEATS	:60	7/15/2009
8021	HABITAT FOR HUMANAITY	:60	UFN
8022	GUIDE TO IMMUNIZATIONS	:60	UFN
8023	SPIRIT OF COMMUNITY AWARDS	:60	UFN
8024	BOYS TOWN: TEENS	:60	UFN
8034	WHEN YOU START WITH ROTARY	:20	UFN
8035	MLK: BUILD THE DREAM	:20	UFN
8043	HIGH SCHOOL DROPOUT PREVENTION	:30	8/31/2009
8044	DIANE KEATON CANCER PSA	:30	UFN
8053	AMERICAN HUMANE SOCIETY: "BULLY/MAGICIAN"	:30	UFN
8119	UNEXPECTED WILDFIRES	:15	UFN
8120	WILDFIRES: KEEP IT SAFE	:15	UFN
8121	ATV WILDFIRES	:30	UFN
8122	AMERICAN HEART ASSOCIATION HEARTWALK	:30	10/18/2008
8129	AMAZING OCEANS	:15	UFN
8130	ANTI-STERIODS	:30	7/12/2009
8501	AVOID THE PATH TO FORECLOSURE	:60	UFN
8502	RESPECT RELIGIOUS BELIEFS OF OTHERS	:60	UFN
8503	GUARDIAN AD LITEM PSA	:30	UFN
8504	TALK TO YOUR KIDS ABOUT SEX	:30	UFN
8505	ECONOMIC OPPORTUNITY COUNCIL	:30	UFN
8506	SC SPECIAL OLYMPICS	:30	UFN
8508	KIDS: CLEAN HANDS	:30	UFN
8509	HOME OF CARE: WE CARE	:30	UFN
8511	SENIOR-FRIENDLY HEALTH WEBSITE	:30	UFN
8513	BUPRENORPHINE ADDICTION	:30	UFN
8514	NAIC: LONG TERM CARE INSURANCE	:30	UFN
8515	FINANCIAL LITERACY	:30	5/6/2009
8516	MARCH OF DIMES (NEW SPOT)	:30	UFN
8517	OPTIMISTS: CONTRIBUTE	:30	UFN
8518	ENERGY EFFICIENCY	:30	9/2/2009
8519	RED CROSS GIVE BLOOD	:30	3/1/2009
8520	ARTS EDUCATION: RAISING BRAHMS	:30	5/6/2009
8521	GUIDE DOGS FOR THE BLIND	:30	UFN
8522	TOUGH CLASSES: COLLEGE ACCESS	:30	5/12/2009
8524	SHRINERS CHILDREN'S HOSPITAL: George Lopez	:20	UFN
8525	NATURE CONSERVATORY	:20	UFN
8526	HELP HOSPITALIZED VETERANS	:20	UFN
8528	SLEEP TIGHT: PEST CONTROL	:15	UFN
8529	TEEN AL-ANON	:15	UFN
8530	PLAY SAFE ONLINE	:15	UFN
8531	ORTHOPAEDICS	:15	UFN
8532	EARTH SHARE PROMISES	:15	2/4/2009
8533	DIABETES: NOW OR LATER	:15	UFN
8534	WEST NILE VIRUS	:15	UFN
8535	RESTLESS LEG SYNDROME	:15	UFN

WPDE/WWMB PSA LIST Revised 11/29/08 PRIORITY

8125	(NCSA) ATTORNEY GENERAL	:30	4/30/2009
8158	(NCSA) TEEN PREGNANCY CAMPAIGN	:60	6/30/2009
8159	(NCSA) TEEN PREGNANCY CAMPAIGN	:30	6/30/2009

EN ESPANOL

8011	(SPANISH) COLLEGE DROPOUT PREVENTION	:30	UFN
8012	(SPANISH) DTV TRANSITION version 3	:30	UFN
8080	DTV TRANSITION VERSION 3	:30	UFN

WPDE/WWMB PSA LIST (December) Revised 11/29/08

REDUCING GUN VIOLENCE	Crime	:60
ENVIRONMENTAL PROTECTION AGENCY: CARS	Environment	:60
FDIC: NOBODY CARES	Economy	:60
NARCANON-NEW	Drug Awareness	:60
BOOSTER SEATS	Safety/Health	:60
HABITAT FOR HUMANITY	Environment	:60
GUIDE TO IMMUNIZATIONS	Health	:60
SPIRIT OF COMMUNITY AWARDS	Youth/Community	:60
BOYS TOWN TEENS	Family/Youth	:60
WHEN YOU START WITH ROTARY	Environment/Health	:20
MLK: BUILD THE DREAM	Tolerance	:20
HIGH SCHOOL DROPOUT PREVENTION	Education	:60
DIANE KEATON CANCER PSA	Health	:60
AMERICAN HUMANE SOCIETY: BULLIES	Tolerance/Humanity	:30
UNEXPECTED WILDFIRES	Environment	:30
WILDFIRES KEEP IT SAFE	Environment	:30
ATV WILDFIRES	Environment	:30
AMERICAN HEART ASSOCIATION	Community/Health	:30
GEORGETOWN RECYCLING PROGRAM	Environment	:30
AMAZING OCEANS	Environment	:30
HOMEBUILDERS ASSOCIATION	Economy	:15
ANTI-STERIODS	Health	:30
UNITED WAY	Community/Economic	:30
AVOID THE PATH TO FORECLOSURE	Community/Economic	:60
RESPECT RELIGIOUS BELIEFS OF OTHERS	Community/Prejudice	:60
GUARDIAN AD LITEM	Youth/Community	:30
TALK TO YOUR KIDS ABOUT SEX	Youth/Safety	:30
ECONOMIC OPPORTUNITY COUNCIL	Economy/Prejudice	:30
SC SPECIAL OLYMPICS	Youth/Prejudice	:30
KIDS: CLEAN HANDS	Health/Youth	:30
HOME OF CARE: WE CARE	Youth/Community	:30
SENIOR-FRIENDLY HEALTH WEBSITE	Health/Seniors	:30
FINANCIAL EDUCATION: YOUTH	Economy	:30
NAIC: LONG TERM CARE INSURANCE	Economy/Seniors/Health	:30
WATER CONSERVATION	Economy/Environment	:30
MARCH OF DIMES NEW SPOT	Infant Health	:30
OPTIMISTS CONTRIBUTE	Community	:30
ENERGY EFFICIENCY	Environment/Economy	:30
RECYCLING BATTERIES	Environment	:30
RED CROSS GIVE BLOOD	Community/Health	:30
ARTS EDUCATION: RAISING BRAHMS	Education	:30
GUIDE DOGS FOR THE BLIND	Special Needs	:30
TOUGH CLASSES: COLLEGE ACCESS	Education	:30
SHRINERS HOSPITAL FOR CHILDREN	Health/Children	:20
NATURE CONSERVATORY	Environment	:20
HELP HOSPITALIZED VETERANS	Patriotism/Prejudice	:20
SLEEP TIGHT: PEST CONTROL	Health	:15
TEEN ALANON	Youth/Health	:15
PLAY SAFE ONLINE	Youth/Mental Health & Safety	:15
EARTH SHARE PROMISES	Environment	:15



ANANSE NTONTAN "Spider's Web"

The spider and its web are West African symbols of wisdom, creativity, and the complexities of life.

12-2-08

Dear Friends,

Thank you for all your help with our 8th annual golf tournament. Every year WPDE is so generous in broadcasting information on TV regarding our event. This year even with the floundering economy we were able to raise \$20,000.00. This money allows many special children to enjoy baseball- and boy do they love it. We look forward to another year on 9-16-09 at Wild Wings. Mark your calendars to attend!

Deborah Bailey
Armed & Poole



Waccamaw RIVERKEEPER®
A Program of Winyah Rivers Foundation
Coastal Carolina University
Center for Marine & Wetland Studies
1270 Atlantic Avenue
Conway, SC 29526
843-349-4007
wrk@coastal.edu
www.winyahrivers.org



Wednesday, November 12, 2008

Ms. Linda Revel
WPDE News Channel 15
1194 Atlantic Avenue
Conway, SC 29526

Dear Linda,

On behalf of Winyah Rivers Foundation and the Waccamaw RIVERKEEPER® Program, please accept our sincere appreciation and gratitude for your help with the marketing and promotion of our 2008 River Roast Silent Auction. The event was again a great success, due in no small part to the marketing and promotional opportunities provided by your company.

Your generosity in creating and airing a television commercial to promote our event is very much appreciated. You made it very easy for us to actively market and promote our event and for that and more we are very grateful.

On behalf of myself, the staff and the Board of Directors of Winyah Rivers Foundation, thank you for supporting the Waccamaw RIVERKEEPER® Program and our fundraising efforts to support our mission to protect, preserve, monitor and revitalize the health of the lands and waters of the greater Winyah Bay watershed.

Sincerely,

Christine

Christine Ellis
Waccamaw Riverkeeper

Crystal

Thank you!

Winyah Rivers Foundation is a 501(c)(3) not for profit organization.
We are a proud member of WATERKEEPER® Alliance.





Grand Strand Fishing Rodeo™ of South Carolina

www.GrandStrandFishingRodeo.com

November 17, 2008

Ms. Linda Revel
WPDE TV-15
PO Box 51150
Myrtle Beach, SC 29579

Dear Ms. Revel,

Thanks to YOU, we just celebrated the 4th annual Take A Kid Fishing Tournament. The day dawned with NO rain, lots of stars and finally sun☺

There are no words to express my deep appreciation to all the sponsors, media and volunteers for the support, cooperation and time that you continue to devote to this tournament. The media, once again did an outstanding job publicizing this annual fall event.

When the Grand Strand Fishing Rodeo developed the concept for this event, we thought 500 teams would be a goal that would take several years to reach. Every year, we continue to rise closer to that goal as the team number increases. We are encouraged to report that this year we had 438 teams pre-registered by Friday, however we feel due to the extremely difficult weather on Friday evening many of our teams did not come, so we actually had 341 teams come to fish for a total of 682 participating. Many of our teams come long distances to fish☺

Of the 341 teams, 201 teams were "repeat" and 94 teams were "walk ups." The number of walk ups was much greater than in any year thus far and we believe it was because of the "spots" running so teams came at the last minute. Our youngest youth angler was 1 year old and fished on Myrtle Beach State Park Pier and the "youngest" adult team angler was 78 and fished on Springmaid Pier. The longest distance travelled in spite of the bad weather was from Ridgely, Maryland (590 miles) fishing on the Pier at Garden City! This family sent an e-mail of thanks to us and to you for having such a good experience with their 2 year old son. They look forward to returning in years to come!

The purpose of this tournament is to promote and introduce young anglers to the sport of fishing and to create an opportunity for parents, relatives or volunteers to spend a day with a child. It so heartwarming to see the smiles on the children's faces when they catch a fish and tell their fish tales. These team members not only learn how to fish, but learn the importance of releasing fish for the health and conservation of our ocean. On behalf of the committee, again, THANK YOU for your continued support of this special annual fall event.

Please mark your calendar for the 5th annual Take A Kid Fishing on Saturday, October 24, 2009. We look forward to having your participation again. I'll be calling you.☺

Best wishes and Happy Holidays,

Lyn Smith, Chair
Take A Kid Fishing Tournament and Grand Strand Fishing Rodeo



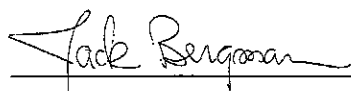
United States Marine Corps Reserve

TOYS FOR TOTS

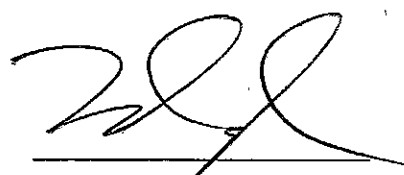
☆☆☆ Commander's Award ☆☆☆

*The U.S. Marine Corps Reserve
is proud to recognize*
WPDE 15 TV

*for outstanding achievement in support
of the **2007** Toys for Tots Program.
These generous contributions have enabled us
to help fulfill the Christmas dreams of our
nation's neediest children.*



Jack Bergman
LtGen, USMCR
Commander
Marine Forces Reserve



Coordinator
U.S. Marine Corps Reserve
Toys for Tots Program